Smart Cities Initiaive
Annual Report

2022

CITY OF
LONGBEACH

Table of Contents

SMART CITIES INITIATIVE *Annual Report 2022*

Executive Summary

The launch of the Smart City Initiative in 2019 established **guiding principles** and pathways to using technology and data to improve the lives of all Long Beach residents. The Smart City Initiative is built upon principles of equity, inclusion, resilience, innovation, and community collaboration. This Initiative aims to advance solutions to civic challenges by engaging the community, City staff, and the private sector to explore and implement emerging technology.

A "smarter" Long Beach uses technology and data to manage change and expand capacities to better the daily lives of Long Beach residents, enhance city operations and make the best possible use of resources across all City Departments.

Picture taken prior to COVID-19

By The Numbers

4,130 passed by Augmented Reality Challenge experiences

1st year that Long Beach achieved Bloomberg What Works Cities certification!

150 applications received to participate in Smart City Challenge

#1 Long Beach recognized as the Top Digital City in 2021

$14,000 total prize money awarded to AR creators for the AR Challenge

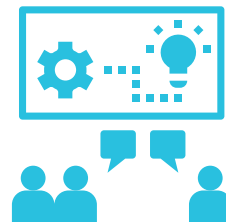**over 800** residents engaged to create the Smart City Initiative

6 active Smart Cities technology pilot projects

12 virtual public workshops conducted during creation of Data Privacy Guidelines

156 City staff that are part of the Data Learning Community

Pilot Programs

PITCH LONG BEACH!

Our vision for a smarter Long Beach is not one that we can achieve alone, and we encourage collaboration and partnerships to design, test, and implement solutions through the **Pitch Long Beach!** Program.

This new program launched in February 2022, and it allows vendors to pitch an idea for a project directly to the City. The ideas that offer promising solutions to legitimate City needs will be shared with Department subject matter experts, evaluated with transparent criteria, and then may be implemented as pilot projects.

Companies and entities of all sizes may pitch an idea. Local Long Beach-based solution providers are especially encouraged to apply! Vendors may pitch an idea at any time electronically by completing the **Pitch Long Beach! Idea Form**.

Pitch Long Beach Main Graphic

SMART CITY CHALLENGE

Long Beach launched the third round of the **Smart City Challenge** pilot program in 2021, which pairs City Departments with technology companies to address some of Long Beach's key civic issues and needs. This program invites City Departments to identify challenges and collaborate with technology companies for a period of six months to build and implement pilot solutions. Participating City Departments can enter a contract if they were interested in scaling up to a full implementation.

Last year, we received over 150 applications from vendors to participate in our Smart City Challenge. There were originally 12 diverse and exciting challenges issued that tackled issues like local air pollution, homelessness, and mobility. We currently have five active projects that have moved on to the pilot implementation stage. These include the following:

- **Air Quality Monitoring and Climate Action & Adaptation Plan (CAAP)**
- **Homeless Services Active Contract Management**
- **Publicizing Public Works Permit Data**
- **Mobility Data Collection**
- **Identity Management & Digital Services Streamlining**

We are eager to enhance the program based on feedback from participating Departments and vendors, and we are excited to launch the fourth round of Smart City Challenges in 2022.

Smart City Challenge Graphic

LONG BEACH AUGMENTED REALITY (AR) CHALLENGE

In August 2021, **thousands of people** immersed themselves in a world of augmented reality (AR) right here in **Downtown** Long Beach for the **first-ever Long Beach AR Festival**. The Promenade and nearby streets hosted 17 interactive AR experiences for members of the public to enjoy along with live music and food and drinks from nearby local restaurants.

The Long Beach AR Festival is a unique opportunity for both local and global innovators to imagine and create experiences in augmented reality. Last year's AR Festival was a total success, featuring 17 AR exhibits to highlight Long Beach's historic past, diverse present, and limitless future. Exhibition attendees included AR creators, Long Beach residents, patrons of Downtown businesses, and community leaders. The event also amplified foot traffic to the area. On the day of the Festival, over 4,000 pedestrians passed through the Exhibition site - an increase of nearly 250% compared to the previous Sunday.

At the end of the event, a panel of local judges representing diverse industries interacted each AR experience and awarded $14,000 in total prize money to the creators. Winners of each prize category are listed here: **Long Beach AR Challenge Winners Announced!**

Attendees engaging with LBAR Challenge Exhibits

MERCEDES-BENZ PUBLIC / PRIVATE PARTNERSHIP

In 2021, Long Beach agreed to a public-private partnership with Mercedes-Benz and Xtelligent to develop an adaptive transportation technology system that will improve urban transportation management and enhance environmental sustainability in and around the city.

Over 10 months the partnership activities will include:

- Testing an intelligent intersection control system to safely adapt traffic signal timing at select intersections around the City.
- Analyzing data from connected test vehicle fleets and existing physical sensors around the city to provide information that may improve future transportation policy and traffic engineering decisions.
- A community youth workshop for Long Beach residents and students.

Site visit to traffic signal cabinet along Ocean Blvd. in Downtown Long Beach

SMART CITIES INITIATIVE *Annual Report 2022*

Using Data Strategically

EQUITABLE DATA COLLECTION

The City of Long Beach rolled out the Long Beach **Equitable Data Collection Toolkit** in January 2022 to guide City employees as they design, distribute, and share insights from demographic surveys.

Long Beach uses community demographic data to inform decisions about policy, programming, and other outcomes. The Equitable Data Collection Toolkit holds City staff accountable to using public information in an ethical manner that serves the public good. Staff may not use data collected from the public to reinforce existing biases or to make decisions that may exclude, harm, or criminalize low-income communities and communities of color, pursuant to the **Racial Equity and Reconciliation Initial Report** adopted by City Council in 2020. City staff must collectively work to include the diverse identities and experiences of Long Beach community members when designing city programs and policies. This new **toolkit** and **survey template** will help our staff implement such practices!

Equitable Data Collection Toolkit

DATA LEARNING COMMUNITY

In January 2021, we launched the Long Beach Data Learning Community (DLC). This new forum showcases staff's open data successes and has enabled us to make continued strides in delivering data to both the public and key City staff. It also provides a platform to educate City staff on data analysis tools and how to use data and evidence to make decisions.

The DLC is focused on making data fun by promoting learning opportunities and featuring projects from teams across the City so staff can learn from their peers. So far, the DLC has showcased open data visualizations from more than 5 City Departments to an average of 50 staff participants representing over 12 City Departments. The DLC also allows the City to surface new ideas for datasets to publish on the new portal. In May 2021, members of the DLC conducted a community workshop to solicit input from the public on potential improvements to the COVID-19 dashboard and ideas for datasets to publish in the future.

DATA POLICY STEERING COMMITTEE

In January 2021, TID created the Data Policy Steering Committee to provide Citywide oversight of data governance. The Steering Committee includes leaders from TID, the City Attorney's Office, the City Manager's Office, and 4 operational Departments, and is charged with developing Citywide data governance policies, identifying related strategic priorities, and providing data governance subject matter expertise on related systems and procurements. The Steering Committee also provides guidance on the implementation of the City's Data Privacy Guidelines that were adopted by the Long Beach City Council in March 2021.

Data Learning Community Meeting

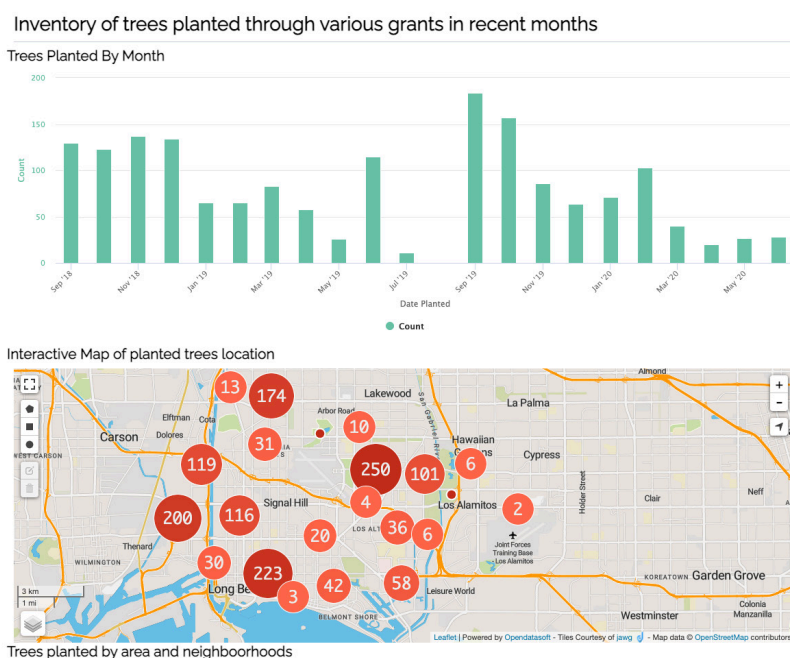**SMART CITIES INITIATIVE** *Annual Report 2022*
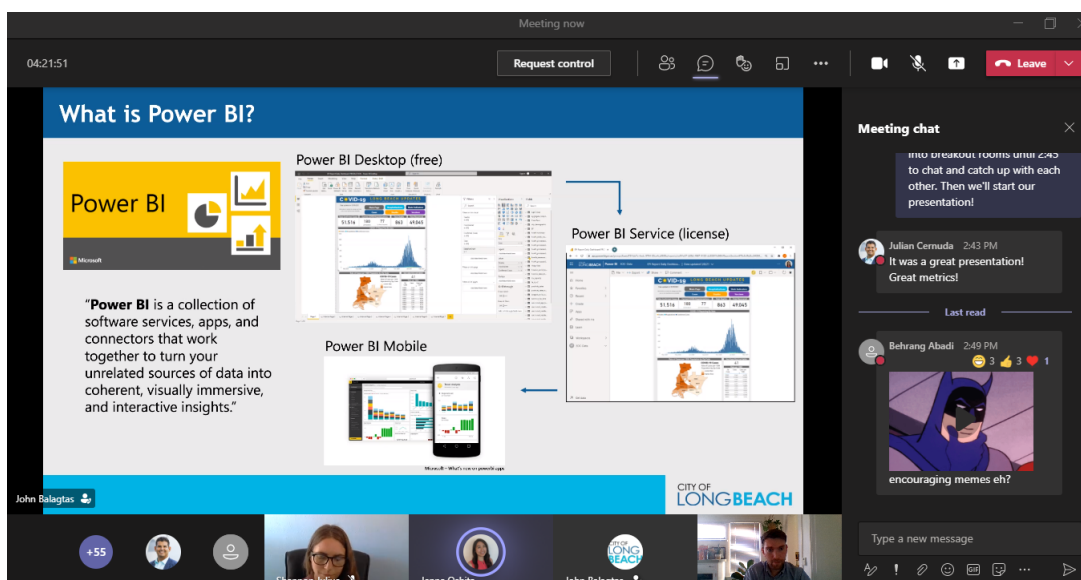
DATA PRIVACY GUIDELINES

During Summer 2020, Long Beach **surveyed 500 residents** about the Smart City Initiative and the results showed that while Long Beach residents are excited about the potential conveniences of smart city technology, they are equally concerned about how new technologies may compromise their privacy and personally identifiable information (PII). Many residents are justifiably concerned that if technologies like cameras and sensors are not managed properly, they may put certain communities and individuals at risk.

So, instead of just publishing a Smart City Strategy, the City created Data Privacy Guidelines to articulate our core values on protecting the privacy and information security of our community members. The **Data Privacy Guidelines** were developed in partnership with the resident-led Technology & Innovation Commission (TIC) along with input from community members at over 12 virtual workshops. The Long Beach Data Privacy Guidelines chart a course of action for the City to operationalize data privacy within City programs, projects, and services.

DATA TRANSPARENCY

In July 2021, the City launched a brand new **open data portal** to augment the City's existing geospatial data hub, Data LB. The new portal has been used as a data sharing and development platform by City developers and prioritizes automation of data pipelines and use of raw data in alignment with the Open Data Policy. The City is currently displaying high-value data, such as equal employment opportunity (EEO) statistics and Police Department stop data disaggregated by race/ethnicity.

Inventory of trees planted through various grants in recent months

Interactive Map of planted trees location

Trees planted by area and neighborhoods

Awards

WHAT WORKS CITIES CERTIFICATION

In December 2021, Long Beach was one of 10 new cities that achieved **What Works Cities Certification** for its exceptional use of data to guide decision-making and improve residents' lives. What Works Cities Certification - the national standard of excellence in data-driven city governance - evaluates how well cities are managed by measuring the extent to which city leaders incorporate data and evidence in their decision-making. The City achieved a Silver Certification level in 2021, reflecting key data-driven accomplishments such as the **BizCare program**, **COVID-19 data dashboard**, and an enhanced **Open Data Portal**.

DIGITAL CITIES AWARDS

Long Beach was recognized as the Top Digital City (in its population category) by the Center for Digital Governance. The annual survey recognizes cities across the nation that utilize technology to tackle social challenges, enhance services, and strengthen cybersecurity, among other initiatives. This year's designation was based on the City's progress in building a resilient, cost-effective, integrated and inclusive smart digital city.

IDC SMART CITIES NORTH AMERICA AWARDS FINALIST – ECONOMIC DEVELOPMENT

In March 2022, Long Beach was recognized as one of 38 municipalities for its success in leveraging emerging technologies to support Smart City Initiatives by IDC Government Insights. The City of Long Beach Augmented Reality Challenge was recognized in the Economic Development, Tourism, Arts, Libraries, Culture, Open Spaces key category for effectively employing technology and innovation to offer new services and economic opportunities and to meet the needs and expectations of all Long Beach residents.

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